



CITY OF NEWPORT BEACH ECONOMIC DEVELOPMENT COMMITTEE

MINUTES 8-19-09

Minutes of the Economic Development Committee held at the City Council Chambers, City of Newport Beach, on **Wednesday, August 19, 2009.**

Members Present:

E	Mike Henn, Chairman	E	Sheri Drewry
X	Keith Curry, Council Member	E	Jennifer Gonzalez
E	Steve Rosansky, Council Member	X	John Hyatt
X	Robert Hawkins, Planning Commissioner	E	Lloyd Ikerd
X	Mike McNamara, Vice Chairman	X	Brion Jeannette
A	Fred Ameri	E	Debra Legan
X	Craig Batley	X	Richard Luehrs
X	Seymour Beek	E	Scott Palmer
E	Jeffrey Cole	X	John Robinson
E	Steven Coyne	X	Gregg Schwenk
E	Gary DiSano	E	Gary Sherwin
X	Jim Donnell	E	Gay Wassall-Kelly
X	Kenneth Drellishak		

Staff Representatives:

X	Sharon Wood, Assistant City Manager	X	Tara Finnigan, Public Information Manager
X	Leigh De Santis, Economic Development Administrator		
X	Katie Bowden, Economic Development Coordinator		

Guests Present:

Roy Freeman	Jack Donnell

Roll Call and Introductions:

Vice Chairman McNamara called the meeting to order at 8:02 am and began self-introductions of the assembled members, staff and guests.

UPDATES AND ANNOUNCEMENTS

- Assistant City Manager Dave Kiff was appointed by Council to become the new City Manager upon Homer Bludau's retirement.

DISCUSSION ITEMS

1. Minutes of July 15, 2009.

Vice Chairman McNamara called for comments on the draft minutes. Greg Schwenk moved approval and Craig Batley seconded. The minutes were approved.

2. Presentation by Tara Finnigan, Public Information Manager, on the City's new website.

July 24, 2009 the City went live with a newly redesigned and relocated website. The City's new web address is newportbeachca.gov. The .gov extension comes with certain specific criteria, one of which is that "ca" must be used in the address. Staff email addresses will now be first initial, last name@newportbeachca.gov.

The need to update the website was highlighted in the customer service surveys done by the City in 2007. The goal of the redesign was to provide an easier to navigate and more intuitive to use service for residents, business, and visitors. The new site allows for multiple pathways for reaching information. It also standardized departmental pages for a uniform look throughout the site. Staff worked with the consulting firm Vision Internet during development. The site now has approximately 1,100 pages and growing. In addition, the search function has been strengthened and should make specific queries easier. All but two services are fully integrated into the new site. Alchemy and the FAQs section link to separate external pages. After the format was established, each department was offered the opportunity to redesign its section.

3. Presentation by Katie Bowden, Economic Development Coordinator, on the new CDBG Website pages.

Previously it was difficult to locate CDBG information on the Economic Development page. Most interested parties know to look under the Planning for CDBG, but not necessarily under Economic Development. In keeping with new Federal emphasis on ease of access, CDBG is now listed as a separate heading under Planning. Further, it has been broken into several pages for quicker access to specific information. The first page talks about the program in general. The second page allows you to access all the principal documents of the Newport Beach program. The third page is for Notices of Funding Availability.

The City is starting the process of developing its next five- year Consolidated Plan for 2010-2014. The first public meeting will be August 26, 2009. The website has let us post that information on the City's home page and the Planning Department main page as both News and Events, and as a flashing alert on the CDBG pages.

4. Presentation by Leigh M. De Santis, Economic Development Administrator, on the new Economic Development Website pages.

The former Economic Development page has also been broken down into more user-friendly and specific topic pages. The first page covers the City's Economic Development Policy, the Strategic Plan to implement policy, staff's role and links to other economic development groups in the City such as the Chambers of Commerce. The second page is the EDC. The third page contains ED staff contact information. The fourth page is a short piece on the Newport Beach Business Climate with links to demographics, top ten private employees, a business license search function, and links major city-sponsored public events of an economic development nature. The fifth page offers site selection services for finding a business location in Newport Beach. The sixth page contains the Commercial Village Parking Studies, which will remain until that project is completed. The section ends with a separate page for each of the City's five Business Improvement Districts. Those pages link to each BID's webpage.

The Clearinghouse sub-committee was responsible for the separate Site Assistance page and adding the link to Business License Search. They also recommended that we try out the CALED developed "Tools for Business Success" program, which will be an added feature in the near future.

In discussions following the presentation, it was noticed that Taste of Newport was missing from the linked events. Staff will add a link for this event.

5. EQAC Representative's Report

EQAC will be reviewing three projects over the next several months – Megonigal residence, the new City Hall, Park and Library Improvements, and Sunset Ridge Park.

ITEMS FOR A FUTURE AGENDA

September - Film Festival Wrap-up by Greg Schwenk
October - Budget/Revenue Update by Dennis Danner
Suggested topic - Status Update on Traffic Improvements

PUBLIC COMMENTS

- The Port Restaurant's application for extended hours and entertainment will be before the Planning Commission tomorrow. Mr. Hawkins suggested interested members to come support the Port Restaurant application. He also suggested that applications like that of the Port Restaurant should perhaps come to the EDC for consideration.

ADJOURNMENT

Vice Chairman McNamara called for the meeting to be adjourned at 8:55 am.